

LATIN AMERICA

2500058440

V. LATIN AMERICA

ARGENTINA

BOLIVIA

BRAZIL

CHILE

COLOMBIA

COSTA RICA

DOMINICAN REPUBLIC

ECUADOR

EL SALVADOR

GUATEMALA

MEXICO

PANAMA

PUERTO RICO

URUGUAY

VENEZUELA

2500058441

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ARGENTINA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)						
OF WHICH LOCAL MANUFACTURE:	40.4	38.1	34.3	33.9	33.5	34.9
POPULATION TOTAL (MILLIONS)	30.3	30.7	31.1	31.5	32.0	32.4
PER CAPITA CONSUMPTION	1,334	1,241	1,102	1,075	1,048	1,077
SMOKER INCIDENCE						
% OF TOTAL POPULATION	35	N/A	32	N/A	30	N/A
% OF FEMALE POPULATION	29	N/A	25	N/A	24	N/A
% OF MALE POPULATION	43	N/A	38	N/A	35	N/A
COMPANY SHARES %						
1) NOBLEZA-PICCARDO (BAT)	54.8	54.5	57.2	57.3	55.9	52.5
2) MASSALIN PARTICULARES (PM/REEMTSMA)	45.2	45.5	42.8	42.7	44.1	47.5

2500058442

LATIN AMERICA 1

(ARGENTINA)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) DERBY	BAT	NOB-PIC	--	--	12.1	27.0	26.3	24.3
2) MARLBORO	PMI	MASS-PART	9.6	10.7	8.9	10.2	12.1	17.8
3) JOCKEY CLUB	BAT	NOB-PIC	28.9	30.4	25.8	17.6	16.9	15.9
4) LE MANS	PMI	MASS-PART	5.0	5.9	9.0	11.9	11.6	10.3
5) 43/70	BAT	NOB-PIC	11.2	10.3	8.5	6.5	6.6	6.1
6) L & M	PMI	MASS-PART	5.9	5.5	4.0	3.4	3.0	3.3
7) PHILIP MORRIS	PMI	MASS-PART	0.6	1.7	2.4	2.1	3.6	3.2
8) CHESTERFIELD	PMI	MASS-PART	9.0	7.9	5.8	3.9	3.3	3.0
9) PARISIENNES	BAT	NOB-PIC	2.9	2.7	2.5	2.6	2.6	2.7
10) PARLIAMENT	PMI	MASS-PART	2.9	3.0	2.0	1.9	1.7	2.3
11) IMPARCIALES	PMI	MASS-PART	3.4	3.2	2.8	2.5	2.4	2.3
12) PARTICULARES	PMI	MASS-PART	2.8	2.6	2.3	2.1	2.0	1.8
13) CONWAY	BAT	NOB-PIC	3.6	3.4	3.4	1.3	1.6	1.3
14) COLORADO	PMI	MASS-PART	3.7	3.3	2.7	1.6	1.4	1.2
15) CAMEL	RJR	NOB-PIC	1.3	1.1	0.8	0.7	0.6	0.7
16) PALL MALL	BAT	NOB-PIC	1.1	0.9	0.7	0.6	0.5	0.5
17) COLT	BAT	NOB-NIC	3.3	3.5	2.1	0.5	0.4	0.3
OTHERS			4.8	3.9	4.5	3.6	3.4	3.0
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			100.0	100.0	100.0	100.0	100.0	100.0
FILTER MENTHOL			--	--	--	--	--	--
NON-FILTER			--	--	--	--	--	--
PRICE SEGMENTATION %								
PREMIUM	US\$ 1.50 plus		10.0	9.3	6.2	6.5	6.0	7.1
HIGH	US\$ 1.35 to 1.40		22.3	21.6	16.9	14.8	15.6	21.8
MEDIUM HIGH	US\$ 1.30		8.9	7.8	7.2	6.1	5.6	5.5
MEDIUM LOW	US\$ 1.25		34.9	38.0	35.5	28.2	29.1	26.6
LOW	US\$ 1.17		23.9	23.3	34.2	44.4	43.7	39.0
TAR & NICOTINE SEGMENTATION %								
LOW TAR & LIGHTS			16.6	20.0	22.8	28.0	27.7	26.2
HIGH/FULL FLAVOR			83.4	80.0	77.2	72.0	72.3	73.8

2500058443

LATIN AMERICA 2

(ARGENTINA)	1986	1987	1988	1989	1990	1991
TOBACCO TYPE SEGMENTATION %						
BLOND:	78.9	80.5	83.5	86.0	86.1	87.1
MIXED	18.1	16.8	14.1	11.8	11.9	11.1
BLACK	3.0	2.7	2.4	2.2	2.0	1.8
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.3	0.2	0.1	---	--	--
80 MM TO 85 MM	80.0	81.5	84.0	85.2	85.8	86.4
100 MM	19.3	18.0	15.7	14.6	14.0	13.4
OVER 100 MM	0.4	0.3	0.2	0.2	0.2	0.2
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	5.6	6.7	11.9	12.2	10.3	9.1
20 CIGTS/PACK	94.4	93.3	88.1	87.8	89.7	90.9
PACK TYPE SEGMENTATION %						
SOFT PACK	95.6	95.6	97.1	96.3	96.5	93.4
FLIP TOP BOX	4.4	4.4	2.9	3.7	3.5	6.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	3	3	3	3	3
B) RADIO	1	3	3	3	3	3
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	3	3	3	3	3
I) SAMPLING	1	1	1	1	1	1

(ARGENTINA)	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
ROLL YOUR OWN (THOUSAND KILOS)	2,079	2,287	3,245	3,024	N/A	N/A

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BOLIVIA

	1986	1987	1988	1989	1990	1991		
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.842	0.881	0.936	1.00	0.97	1.02		
POPULATION TOTAL (MILLIONS)	6.5	6.7	6.7	7.1	7.1	N/A		
PER CAPITA CONSUMPTION	129	131	134	142	136.0	N/A		
COMPANY SHARES								
1) COMPANIA INDUSTRIAL DE TABACOS	100.0	100.0	100.0	100.0	100.0	100.0		
2) BOLIVIA AMERICAN TOBACCO	--	--	--	--	--	--		
BRAND FAMILY SHARES %								
	TRADEMARK							
BRAND NAME	OWNERSHIP	MANUFACTURER						
1) L & M	PMI	CITSA	47.63	46.56	47.81	48.43	52.00	49.20
2) CASINO	CITSA	CITSA	19.30	19.93	18.80	17.87	17.67	22.10
3) ASTORIA	CITSA	CITSA	15.65	17.26	17.34	16.57	16.37	15.64
4) DERBY	CITSA	CITSA	3.90	2.97	2.47	2.06	3.19	4.29
5) BIG BEN	PMI	CITSA	5.61	5.26	4.10	3.43	3.30	3.56
6) COLORADO	PMI	CITSA	6.73	6.86	5.45	3.65	2.74	2.76
7) MARLBORO	PMI	CITSA	0.82	1.10	4.00	7.71	4.58	2.21
8) PACIFIC	CITSA	CITSA	0.09	--	--	--	--	--
9) DUCAL	CITSA	CITSA	0.09	0.06	--	--	--	--
10) CAMBA	CITSA	CITSA	0.17	--	--	0.24	0.15	0.2
11) OTHERS			--	--	--	0.04	0.00	--

2500058446

LATIN AMERICA 5

(BOLIVIA)	1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	84.32	82.70	82.61	83.39	83.61	84.32
NON-FILTER	15.68	17.30	17.39	16.61	16.39	15.68
PRICE SEGMENTATION %						
PREMIUM	0.9	1.1	4.0	7.71	4.58	6.31
HIGH	47.6	46.5	47.8	55.51	58.04	51.42
MEDIUM	12.3	3.5	12.1	2.10	3.19	4.33
LOW	39.2	40.3	36.1	34.68	34.19	37.94
TAR & NICOTINE SEGMENTATION %						
HIGH/FULL FLAVOR	100.0	100.0	100.0	100.0	100.0	100.0
TOBACCO TYPE SEGMENTATION %						
BLOND	64.79	62.75	63.84	65.32	65.80	62.06
BLACK	35.21	37.25	36.16	34.68	34.20	37.94
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	--	----	--	--	--	--
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	100.0	100.0	96.94	92.2	94.2	95.6
FLIP TOP BOX	--	--	3.06	7.8	5.8	4.4
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

2500058447

LATIN AMERICA 6



(BOLIVIA)

1986

1987

1988

1989

1990

1991

HEALTH WARNING & T&N LISTINGS  
ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS  
B) CARTONS  
C) ADVERTISING

YES	YES	YES	YES	YES	YES
NO	NO	YES	YES	YES	YES
NO	NO	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS  
B) CARTONS  
C) ADVERTISING

NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS  
B) CARTONS  
C) ADVERTISING

NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

2500058448

LATIN AMERICA 7

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BRAZIL

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	168.8	161.2	157.5	162.2	163.6	155.7
POPULATION TOTAL (MILLIONS)	138.5	141.5	144.4	147.4	150.4	153.3
PER CAPITA CONSUMPTION	1,219	1,139	1,091	1,100	1,088	1,016
SMOKER INCIDENCE						
% OF TOTAL POPULATION	34.9	34.1	32.5	32.5	32.4	29.4
% OF FEMALE POPULATION	28.1	27.0	26.6	27.3	27.2	26.2
% OF MALE POPULATION	42.2	41.8	38.9	38.3	38.1	32.9
COMPANY SHARES						
1) BAT	83.0	81.4	79.7	80.0	82.1	84.1
2) PM	7.8	8.3	8.0	8.1	15.2	13.8
3) RJR	7.9	8.2	9.5	9.2	--	--
OTHERS	1.3	2.1	2.8	2.7	2.7	2.1

2500058449

(BRAZIL)

1986

1987

1988

1989

1990

1991

## BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) HOLLYWOOD	C.C.S.C.	B.A.T.	30.7	25.9	20.5	18.8	16.9	17.9
2) BELMONT	C.C.S.C.	B.A.T.	17.1	18.3	19.8	19.7	18.9	16.2
3) PLAZA	C.C.S.C.	B.A.T.	10.7	12.3	14.0	13.4	15.3	15.5
4) FREE	C.C.S.C.	B.A.T.	3.5	5.3	6.4	7.3	9.2	11.7
5) CARLTON	B.A.T.	B.A.T.	5.3	6.1	5.5	5.8	6.2	7.5
6) CONTINENTAL	C.C.S.C.	B.A.T.	4.2	3.9	3.2	2.5	2.4	2.8
7) MUSTANG	P.M.B.	P.M.B.	4.7	5.0	4.9	4.1	3.4	2.6
8) PALACE	P.M.B.	P.M.	--	--	0.2	1.4	1.7	2.3
9) MARLBORO	P.M.I.	P.M.	1.1	1.4	1.3	1.4	1.6	2.1
10) MINISTER	C.C.S.C.	B.A.T.	4.0	3.4	2.6	2.2	1.8	1.7
11) MISTURA FINA	P.M.I.	P.M.	2.0	2.4	2.3	1.8	1.5	1.3
12) GALAXY	P.M.I.	P.M.	1.7	1.6	1.2	1.0	0.9	1.0
13) ELMO	C.C.S.C.	B.A.T.	1.4	1.0	1.1	0.9	1.1	0.5
14) MONTREAL	C.C.S.C.	B.A.T.	1.3	1.4	1.7	1.5	1.3	0.4
15) MONTEREY	P.M.B.	P.M.	1.0	1.0	0.8	0.5	0.4	0.3
16) ARIZONA	C.C.S.C.	B.A.T.	1.7	1.0	0.6	0.3	0.2	--
OTHERS			9.6	10.0	13.9	17.4	17.2	16.2

## MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	97.4	98.2	98.2	98.5	98.5	99.0
FILTER MENTHOL	0.2	0.2	0.1	0.1	0.1	0.1
NON-FILTER	2.4	1.6	1.7	1.4	1.4	0.9

## PRICE SEGMENTATION %

PREMIUM (VI)	1.5	1.4	1.2	1.2	1.1	1.3
HIGH (IV, V)	55.7	52.5	44.8	42.8	42.4	48.1
MEDIUM (III)	12.4	12.8	14.0	13.6	15.1	15.1
LOW (II, I)	30.4	33.3	40.0	42.4	41.4	35.5

2500058450

(BRAZIL)	1986	1987	1988	1989	1990	1991
TAR & NICOTINE SEGMENTATION %						
ULTRA LOW ( 0 - 6 mg.)	0.1	--	--	--	----	
LOW ( 6 - 10 mg.)	4.1	5.6	6.4	7.2	9.5	12.7
MEDIUM (10 - 15 mg.)	59.4	54.2	49.0	49.6	50.5	36.9
HIGH/FULL FLAVOR (15 mg and over)	36.4	40.2	44.6	43.2	40.0	50.4
TOBACCO TYPE SEGMENTATION %						
BLOND	100.0	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.7	0.2	0.5	0.1	0.1	--
80 MM to 85 MM	92.0	92.2	91.0	89.1	87.9	87.9
90 MM	0.1	0.1	0.6	0.8	0.8	0.8
100 MM	7.3	7.6	8.5	10.8	11.2	11.3
OVER 100 MM	--	--	--	--	--	--
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	91.7	90.7	90.7	88.8	88.3	87.0
FLIP TOP BOX	8.3	9.3	9.3	11.2	11.7	13.0
PRINCESS PACK	--	--	--	--	--	--
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	3	3	3	3
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	3	3
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	1	1	1	1	3	3

2500058451

(BRAZIL)	1986	1987	1988	1989	1990	1991
<b>HEALTH WARNING &amp; T&amp;N LISTINGS</b>						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS	NO	NO	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
<b>CONSUMPTION OF OTHER TOBACCO PRODUCTS</b>						
CIGARS (MILLIONS)	177.1	180.9	184.8	N/A	N/A	N/A
PIPE TOBACCO (THOUSAND KILOS)	177.6	181.4	185.3	N/A	N/A	N/A
ROLL YOUR OWN (THOUSAND KILOS)	7,600.0	22,000.0	N/A	N/A	N/A	N.A

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CHILE

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION						
OF WHICH LOCAL MANUFACTURE: (BILLIONS)	8.5	8.8	9.4	10.0	10.3	10.4
IMPORTED FROM: 1985 only RJR from Brazil 1.0% per year.						
POPULATION TOTAL (MILLIONS)	12.0	12.0	12.5	12.7	12.9	13.1
PER CAPITA CONSUMPTION	708	733	752	787	798	794
SMOKER INCIDENCE						
% OF TOTAL POPULATION	--	--	--	--	--	--
% OF FEMALE POPULATION	--	--	--	--	--	--
% OF MALE POPULATION	--	--	--	--	--	--
COMPANY SHARES						
1) PHILIP MORRIS (MANUF. FACIL)	3.5	3.3	3.1	2.8	2.8	2.2
2) BAT (C.C.T.)	95.3	95.8	96.6	97.0	97.2	97.8
3) RJR (COSUR)	1.2	0.9	0.3	0.2	--	--

2500058453

LATIN AMERICA 12

(CHILE)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)ADVANCE	BAT	C.C.T.	21.3	24.4	23.2	21.3	20.6	20.1
2)DERBY	BAT	C.C.T.	26.4	23.2	23.5	21.8	19.5	17.9
3)BELMONT	BAT	C.C.T.	9.3	9.9	9.4	9.7	12.5	14.1
4)LIFE	BAT	C.C.T.	2.9	1.7	0.9	3.8	8.4	13.8
5)HILTON	BAT	C.C.T.	8.1	8.6	9.0	10.6	9.8	9.6
6)VICEROY	BAT	C.C.T.	6.8	8.3	10.1	8.3	9.2	7.2
7)LUCKY STRIKE	BAT	C.C.T.	2.2	2.0	2.5	2.7	3.6	3.6
8)RECORD	BAT	C.C.T.	7.6	6.1	8.3	7.5	4.0	3.5
9)KENT	BAT	C.C.T.	3.9	5.2	5.2	4.6	4.4	3.5
10)PALL MALL	BAT	C.C.T.	1.3	2.0	1.9	3.5	3.8	3.2
11)WINDSOR	BAT	C.C.T.	1.4	1.1	1.0	1.1	1.0	0.8
12)BOND	PM	F.A.C.I.L.	1.1	0.8	0.8	0.8	0.8	0.7
13)MARLBORO	PM	F.A.C.I.L.	---	0.2	0.4	0.6	0.7	0.5
14)CHESTERFIELD	PM	F.A.C.I.L.	0.9	0.7	0.6	0.5	0.6	0.5
15)TURBO	FACIL	F.A.C.I.L.	0.7	1.1	0.9	0.6	0.5	0.3
16)CASSINO	BAT	C.C.T.	2.1	1.4	0.4	0.2	0.2	0.2
OTHERS			4.0	2.3	1.9	2.4	0.4	0.5
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			98.3	98.7	99.0	99.0	99.3	99.2
FILTER MENTHOL			0.4	0.4	--	0.1	--	0.1
NON-FILTER			1.3	0.9	1.0	0.9	0.7	0.7
PRICE SEGMENTATION %								
PREMIUM (IMPORTED CIGS.)			\$1.05-9.40	9.4	\$1.09-9.5	\$1.00-4.8	\$1.28-4.33	\$1.38-3.8
HIGH			.85-29.0	18.7	.97-7.3	.81-21.2	1.10-21.25	1.21-7.34
MEDIUM			.70-11.0	25.4	.84-38.5	.79-49	.89-50.50	1.07-24.86
MEDIUM/LOW			.56-42.0	39.0	.68-33.4	.56-7.64	.68-11.74	.85-39.24
LOW			.48-9.0	7.6	.50-11.3	.35-17.3	.56-12.18	.59-24.65
TOBACCO TYPE SEGMENTATION %								
BLOND: VIRGINIA			--	--	--	--	--	--
PACK TYPE SEGMENTATION %								
SOFT PACK			97.5	97.3	96.4	96.0	93.4	94.0
FLIP TOP BOX			2.5	2.7	3.6	4.0	6.6	6.0

2500058454

LATIN AMERICA 13

(CHILE)	1986	1987	1988	1989	1990	1991
<b>CIGARETTE ADVERTISING MEDIA AVAILABILITY</b>						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
<b>HEALTH WARNING &amp; T&amp;N LISTINGS</b>						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO



PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: COLOMBIA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	19,972	18,100	17,002	16,550	16,500	16,100
POPULATION TOTAL (MILLIONS)	28.3	28.9	30.0	30.5	31.0	31.6
PER CAPITA CONSUMPTION	706	626	567	543	532	510
COMPANY SHARES						
1) CIA. COLOMBIANA DE TABACO (COL)	67.5	68.0	68.3	68.8	65.7	63.2
2) PROTABACO S.A. (PRO)	31.5	32.0	31.7	31.2	34.3	36.8

(COLOMBIA)

1986 1987 1988 1989 1990 1991

BRAND SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) ROYAL	COL	COL	12.6	15.4	14.8	16.5	20.1	23.6
2) PRESIDENT	PRO	PRO	17.6	18.3	18.2	17.0	20.5	22.2
3) MUSTANG	PRO	PRO	17.8	13.7	13.5	14.2	13.8	14.6
4) IMPERIAL SP	COL	COL	15.2	13.0	15.1	16.1	14.1	12.5
5) PIELROJA REG	COL	COL	19.7	17.5	15.6	14.0	13.7	11.8
6) DERBY	COL	COL	15.9	13.2	13.5	12.7	12.4	11.1
7) CAMPEON	COL	COL	--	1.5	0.7	2.0	2.2	2.5
8) HIDALGOS	COL	COL	2.7	2.9	2.3	2.3	1.2	0.8
9) PIELROJA F.	COL	COL	5.2	2.2	1.9	2.0	0.8	0.6
10) MONTECARLO FIL	PRO	PRO	1.1	1.0	0.7	0.7	0.2	0.1
11) NACIONAL FIL	NAL	COL	1.1	1.3	0.9	0.5	0.4	0.0

MARKET SEGMENTATION%

FILTER (NON-MENTHOL)	87.7	82.5	88.4	86.0	86.3	88.2
NON-FILTER	12.3	17.5	15.6	14.0	13.7	11.8

PRICE SEGMENTATION

PREMIUM (US 0.85 AND UP)	--	--	--	--	--	--
HIGH (US 0.55 TO 0.70)	13.6	16.4	15.5	17.2	20.3	23.7
MEDIUM (US 0.40 TO 0.50)	49.7	39.9	42.1	43.0	40.3	38.2
LOW (US 0.29 TO 0.35)	23.8	26.2	25.0	23.8	25.1	26.1
ECONOMY (US 0.20 TO 0.25)	12.3	17.5	15.6	14.0	13.7	11.8

TAR & NICOTINE SEGMENTATION%

LOW (BELOW 15MG)	1.1	1.0	0.7	0.7	0.2	0.1
HIGH/FULL FLAVOR (ABOVE 15MG)	98.9	99.0	99.3	99.3	99.8	99.9

\*Less than 0.1%

2500058457

LATIN AMERICA 16

(COLOMBIA)

	1986	1987	1988	1989	1990	1991
TOBACCO TYPE SEGMENTATION %						
BLOND:	63.6	56.3	57.6	60.2	60.6	61.9
MIXED	17.6	19.8	19.9	19.0	22.7	24.6
BLACK	18.8	23.9	20.7	18.8	16.1	13.2
LENGTH SEGMENTATION %						
70 MM AND SHORTER	19.7	17.5	15.6	14.0	13.7	11.8
80 MM TO 85 MM	87.7	82.5	84.4	86.0	86.3	88.2
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	9.3	7.6	8.4	8.0	7.9	7.7
16 TO 19 CIGTS/PACK	12.3	12.7	11.6	14.0	13.7	11.8
20 CIGTS/PACK	71.0	71.9	76.0	78.0	78.4	80.5
PACK TYPE SEGMENTATION %						
SOFT PACK	86.4	83.6	84.5	82.8	79.7	76.3
FLIP TOP BOX	13.6	16.4	15.5	17.2	20.3	23.7

2500058458

LATIN AMERICA 17

(COLOMBIA)

1986

1987

1988

1989

1990

1991

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	(1)	(1)	(1)	(1)	(1)	(1)

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

(1) WARNING ON T.V. ADVERTISING ONLY.

2500058459

LATIN AMERICA 18

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: COSTA RICA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	2.2	2.3	2.1	2.0	2.1	2.0
POPULATION TOTAL (MILLIONS)	2.7	2.7	2.8	2.9	3.0	3.2
PER CAPITA CONSUMPTION	815	821	757	696	703	634
SMOKER INCIDENCE						
% OF TOTAL POPULATION	22.6	--	--	20.1	--	21.6
% OF FEMALE POPULATION	10.1	--	--	10.2	--	10.9
% OF MALE POPULATION	33.2	--	--	29.5	--	30.6
COMPANY SHARES						
1) REPUBLIC TOBACCO CO.	72.9	72.5	72.5	72.5	71.7	70.2
2) TABACALERA COSTARRICENSE, S.A.	27.1	27.5	27.5	27.5	28.3	29.8

2500058460

(COSTA RICA)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) DELTA	B.A.T.	R.T.CO.	50.1	50.7	51.1	53.7	54.5	54.1
2) DERBY	B.A.T.	T.C.S.A.	19.1	20.6	20.9	21.6	22.5	23.9
3) TICOS	B.A.T.	R.T.CO.	8.0	7.1	6.4	5.7	5.9	5.6
4) MARLBORO	P.M.	T.C.S.A.	2.8	3.1	3.3	3.6	4.2	4.6
5) REX	B.A.T.	R.T.CO.	4.6	4.5	4.1	3.9	3.8	3.3
6) CAPRI	B.A.T.	R.T.CO.	4.8	4.3	3.8	3.4	3.0	2.7
7) EMU	B.A.T.	R.T.CO.	0.4	1.6	2.3	1.8	1.5	1.3
8) LUCKY STRIKE	B.A.T.	R.T.CO.	--	--	--	--	0.8	1.2
9) KOOL	B.A.T.	R.T.CO.	0.5	0.5	0.6	0.5	0.6	0.7
10) VICEROY	B.A.T.	R.T.CO.	0.9	0.9	0.8	0.7	0.6	0.6
11) TEMPO	B.A.T.	R.T.CO.	--	--	--	0.7	0.4	0.4
12) MONTEREY	B.A.T.	T.C.S.A.	0.9	0.8	0.6	0.5	0.4	0.4
13) BELMONT	B.A.T.	R.T.CO.	0.7	0.6	0.5	0.4	0.3	0.3
14) SAVOY	B.A.T.	T.C.S.A.	0.4	0.3	0.2	0.2	0.2	0.2
15) WEST	REEMSTMA	T.C.S.A.	1.1	0.6	0.4	0.2	0.2	0.1
16) ROYAL	B.A.T.	T.C.S.A.	0.4	0.3	0.3	0.2	0.1	0.1
17) FORTUNA	B.A.T.	T.C.S.A.	0.3	0.2	0.1	0.1	0.1	0.0
18) HILTON	B.A.T.	T.C.S.A.	--	--	0.5	0.3	0.1	0.0
19) OTHERS			4.0	2.9	2.4	1.8	0.8	0.6
MARKET SEGMENTATION%								
FILTER (NON-MENTHOL)			97.1	97.3	96.7	96.7	97.2	97.1
FILTER MENTHOL			1.4	1.4	2.2	2.3	2.0	2.2
NON-FILTER			1.5	1.3	1.1	1.0	0.8	0.7
PRICE SEGMENTATION %								
PREMIUM A			4.1	--	--	--	--	--
PREMIUM B			6.3	10.2	9.7	9.4	9.6	9.6
HIGH			24.7	26.6	28.0	27.5	28.2	29.3
MEDIUM A			54.0	53.7	53.9	55.7	55.8	55.1
MEDIUM B			9.0	8.2	7.3	6.4	5.6	5.3
LOW			1.9	1.3	1.1	1.0	0.8	0.8

2500058461

LATIN AMERICA 20

(COSTA RICA)	1986	1987	1988	1989	1990	1991
TOBACCO TYPE SEGMENTATION %						
BLACK						
BLOND	100.0	100.0	100.0	100.0	100.0	100.0
MIXED						
LENGTH SEGMENTATION %						
70 MM AND SHORTER	1.5	1.3	1.1	1.0	0.8	0.7
80 MM TO 85 MM	98.5	98.7	98.1	98.3	98.8	99.0
95 MM	--	--	--	--	0.4	0.4
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	76.4	75.0	73.8	73.2	71.4	68.0
FLIP TOP BOX	23.6	25.0	26.2	26.8	28.6	32.0
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR	97.2	97.0	96.5	96.4	96.3	95.6
LOW	2.8	3.0	3.5	3.6	3.7	4.4
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	3	3	3	3	3	3
C) NEWSPAPERS	1	3	3	3	3	3
D) MAGAZINES	--	3	3	3	3	3
E) COUPONS	--	2	2	2	2	2
F) POINT OF SALE	--	3	3	3	3	3
G) BILLBOARDS	--	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	1	3	3	3	3	3

2500058462

(COSTA RICA)

1986

1987

1988

1989

1990

1991

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS  
B) CARTONS  
C) ADVERTISING

YES	YES	YES	YES	YES	YES
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS  
B) CARTONS  
C) ADVERTISING

NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS  
B) CARTONS  
C) ADVERTISING

NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

2500058463



PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: DOMINICAN REPUBLIC

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	4,057	4,466	4,462	4,570	4,405	4349
POPULATION TOTAL (MILLIONS)	6.1	6.2	6.4	6.5	6.6	6.7
PER CAPITA CONSUMPTION	665	720	697	703	667	649
SMOKER INCIDENCE						
% OF TOTAL POPULATION	18.7	18.2	18.0	18.0	18.0	17.9
% OF FEMALE POPULATION	19.4	19.3	19.0	19.1	19.0	18.9
% OF MALE POPULATION	18.9	18.7	18.5	18.4	18.4	18.3
COMPANY SHARES						
1) E. LEON JIMENES, C. POR A. (PM)	64.2	65.1	69.9	70.7	73.1	74.2
2) COMPANIA ANOMINA TABACALERA	35.8	34.9	30.1	29.3	26.9	25.8
BRAND FAMILY SHARES %						
	TRADEMARK					
BRAND NAME	OWNERSHIP	MANUFACTURER				
1) MARLBORO	PM	ELJ	44.4	45.1	49.3	51.1
2) NACIONAL	ELJ	ELJ	17.1	16.6	18.3	19.6
3) MONTECARLO	CAT	CAT	26.1	26.4	22.2	19.1
4) CREMAS	CAT	CAT	4.1	3.0	2.7	3.5
5) CASINO	CAT	CAT	2.4	2.0	2.0	2.5
						1.6
						1.8

2500058464

(DOMINICAN REPUBLIC)	1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION						
FILTER (NON-MENTHOL)	89.4	89.2	90.8	90.0	90.2	89.8
FILTER MENTHOL	5.0	5.7	6.5	6.5	7.2	7.5
NON-FILTER	5.6	5.1	2.7	3.5	2.6	2.7
PRICE SEGMENTATION						
HIGH           US\$0.90 12/82	72.4	74.8	75.0	73.8	69.8	65.7
MEDIUM       0.70 12/82	17.3	16.9	18.3	20.2	26.0	29.8
LOW           0.40 12/82	10.3	8.3	6.7	6.0	4.2	4.5
TAR & NICOTINE SEGMENTATION						
LOW	4.9	6.0	6.5	7.1	7.1	6.9
HIGH/FULL FLAVOR	95.1	94.0	93.5	92.9	92.9	93.1
TOBACCO TYPE SEGMENTATION						
BLOND (AMERICAN)	89.7	91.7	93.3	94.0	95.8	95.5
BLACK	10.3	8.3	6.7	6.0	4.2	4.5
LENGTH SEGMENTATION						
70 MM AND SHORTER	0.1	0.1	--	--	0.1	--
80 MM TO 85 MM	99.9	99.9	100.0	100.0	99.9	100.0
PACK COUNT SEGMENTATION						
UP TO 10 CIGTS/PACK	75.7	76.0	74.5	76.0	76.0	76.5
20 CIGTS/PACK	24.3	24.0	25.5	24.0	24.0	23.5
PACK TYPE SEGMENTATION						
SOFT PACK	86.9	87.0	86.3	85.5	85.5	86.6
FLIP TOP BOX	13.1	13.0	13.7	14.5	14.5	13.4

2500058465

(DOMINICAN REPUBLIC)

1986                      1987                      1988                      1989                      1990                      1991

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ECUADOR

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3786	3604	3076	3069	3045	2949
OF WHICH LOCAL MANUFACTURE:	100%	100%	100%	100%	100%	100%
POPULATION TOTAL (MILLIONS)*	9.7	9.9	10.2	10.5	10.8	11.1
PER CAPITA CONSUMPTION	392	363	302	292	282	265
SMOKER INCIDENCE						
% OF TOTAL POPULATION	35.2	34.1	34.0	33.1	33.1	32.4
% OF FEMALE POPULATION	17.7	17.2	17.3	12.0	12.0	13.0
% OF MALE POPULATION	50.0	51.5	51.9	55.5	55.5	52.0
COMPANY SHARES						
1) PROESA	78.9	80.9	81.3	80.1	79.5	79.5
2) EL PROGRESO	21.1	19.1	18.7	19.9	20.5	20.5

\*Ref: MARKOP

2500058467

(ECUADOR)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) LARK	PMI	TANASA	37.2	39.1	40.1	36.1	35.4	34.6
2) LIDER	PMI	TANASA	27.8	30.1	29.0	31.3	31.8	32.4
3) FULL SPEED	EL PROG.	EL PROGRESO	12.7	11.8	13.1	15.9	17.3	17.7
4) MARLBORO	PMI	TANASA	9.3	8.9	10.4	9.2	9.3	9.8
5) SUPERIOR	PMI	TANASA	1.5	0.8	0.6	3.0	2.7	2.4
6) KING	EL PROG.	EL PROGRESO	1.6	1.5	1.5	1.1	1.1	1.1
7) DORAL	EL PROG.	EL PROGRESO	6.0	4.4	2.9	2.1	1.2	0.8
8) CHESTERFIELD	PMI	TANASA	0.9	0.9	0.5	0.5	0.4	0.4
9) SALEM	RJR	EL PROGRESO	0.6	0.7	0.9	0.8	0.8	0.3
10) TEMPO	EL PROG.	EL PROGRESO	--	0.7	0.4	--	--	--
11) WEST	REEMTSMA	TANASA	0.7	0.7	0.3	--	--	--
12) BARONET	PMI	TANASA	1.0	0.5	0.3	--	--	--
13) MAPLETON	PMI	TANASA	0.4	0.1	0.0	--	--	--
OTHERS			0.3	0.1	0.04	--	--	0.5
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)	REGULAR		14.5	12.6	13.9	14.7	15.7	16.2
FILTER MENTHOL			0.9	0.9	0.9	1.7	0.8	0.8
NON-FILTER			13.0	12.0	12.8	14.2	15.2	20.1
FILTER CHARCOAL			71.6	74.5	72.4	70.4	68.4	62.9
PRICE SEGMENTATION %								
	OFFICIAL RATE	FREE RATE						
PREMIUM	0.69	0.49	48.5	49.8	52.0	46.6	45.9	45.0
HIGH	0.64	0.45	33.9	35.2	32.3	33.4	33.0	33.8
MEDIUM	0.59	0.41	2.4	1.2	0.8	--	--	--
LOW	0.46	0.32	1.1	1.2	1.2	1.1	1.1	1.1
ECONOMY	0.22	0.18	14.1	12.6	13.7	18.9	20.0	20.1
OFFICIAL RATE	449.00							
FREE RATE	525.00							
TAR & NICOTINE SEGMENTATION %								
MEDIUM			36.3	37.6	35.0	36.2	36.2	37.2
HIGH/FULL FLAVOR			63.7	62.4	65.0	63.8	63.8	62.8
TOBACCO TYPE SEGMENTATION %								
BLOND: AMERICAN			85.9	87.4	86.3	81.1	80.0	79.9
BLACK			14.1	12.6	13.7	18.9	20.0	20.1

(ECUADOR)	1986	1987	1988	1989	1990	1991
LENGTH SEGMENTATION %						
70 MM AND SHORTER	13.0	12.0	12.2	13.1	15.2	15.1
80 MM to 85 MM	87.0	88.0	87.8	86.9	84.8	84.9
PACK COUNT SEGMENTATION %						
10 CIGTS/PACK	3.4	3.5	3.6	2.5	3.3	3.9
20 CIGTS/PACK	96.4	96.5	96.4	97.5	96.7	96.1
18 CIGTS/PACK	0.2	--	--	--	--	--
PACK TYPE SEGMENTATION %						
SOFT PACK	20.2	17.5	16.94	14.4	18.4	19.0
FLIP TOP BOX	79.8	82.5	83.06	85.6	81.6	81.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	3	3	3	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING (PRINTED)	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING (PRINTED)	YES	YES	YES	YES	YES	YES

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: EL SALVADOR

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	1,893	1,930	1,876	1,407	1,559	1426
POPULATION TOTAL (MILLIONS)	4.8	4.9	5.2	5.3	5.3	5.4
PER CAPITA CONSUMPTION	394	394	361	265	296	264
SMOKER INCIDENCE						
% of TOTAL POPULATION	22.0	20.2	22.4	20.5	20.4	19.4
% OF FEMALE POPULATION	4.8	3.9	5.6	4.7	4.9	2.4
% of MALE POPULATION	37.5	35.2	37.8	36.5	35.9	36.3
COMPANY SHARES						
1)CIGARRERIA MORAZAN, S.A. DE C.V. (BAT)	82.4	75.1	78.4	73.7	74.5	72.3
2)TABACALERA DE EL SALVADOR, S.A. DE C.V. (PM)	17.6	20.9	21.6	26.3	25.5	27.7

2500058470

(EL SALVADOR)

1986 1987 1988 1989 1990 1991

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) DELTA	B.A.T.	MORAZAN	58.9	57.8	57.4	57.3	58.6	57.6
2) DIPLOMAT	P.M.I.	TASASA	8.3	10.8	12.3	15.6	14.8	17.1
3) CASINO	B.A.T.	MORAZAN	13.1	10.6	10.0	8.3	7.2	6.8
4) MARLBORO	P.M.I.	TASASA	4.8	4.9	4.8	6.0	6.0	6.1
5) BARONET	P.M.I.	TASASA	3.8	4.5	4.0	3.7	2.5	2.3
6) REX	B.A.T.	MORAZAN	4.1	4.0	3.9	2.8	2.5	2.1
7) YORK	B.A.T.	MORAZAN	1.1	1.9	3.6	2.7	1.8	1.8
8) L&M KS	P.M.I.	TASASA	--	--	--	--	0.4	1.7
9) IMPERIAL	B.A.T.	MORAZAN	--	--	--	--	1.9	1.2
10) WINDSOR	B.A.T.	MORAZAN	2.3	2.3	2.0	1.5	1.3	1.2
11) LUCKY STRIKE	B.A.T.		--	--	--	--	--	0.8
12) MASTER	P.M.I.	TASASA	--	--	--	--	1.2	0.5
13) VICEROY	B.A.T.	MORAZAN	0.7	0.7	0.5	0.5	0.5	0.4
14) KOOL	B.A.T.	MORAZAN	--	--	--	--	0.3	0.2
15) POLAR	B.A.T.	MORAZAN	1.7	1.4	0.8	0.4	0.3	0.2
16) LIDER	P.M.I.	TASASA	--	--	--	0.8	0.5	0.0
17) CARIBE	P.M.I.	TASASA	0.4	0.3	0.3	0.3	0.1	0.0
18) FIESTA	B.A.T.	MORAZAN	0.2	0.1	0.1	0.1	0.1	0.0

MARKET SEGMENTATION%

FILTER (NON-MENTHOL)	94.8	92.6	91.8	90.6	91.3	90.4
FILTER MENTHOL	5.1	7.3	7.9	9.4	8.7	9.6
NON-FILTER	0.1	0.1	0.0	0.0	0.0	0.0

TAR & NICOTINE SEGMENTATION%

HIGH/FULL FLAVOR	95.2	95.4	96.1	96.2	96.8	97.0
------------------	------	------	------	------	------	------

TOBACCO TYPE SEGMENTATION %

BLOND: AMERICAN	100	100	100	100	100	100
-----------------	-----	-----	-----	-----	-----	-----

2500058471

LATIN AMERICA 30



(EL SALVADOR)	1986	1987	1988	1989	1990	1991
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.5	0.4	0.4	0.4	0.2	0.0
80 MM TO 85 MM	89.6	86.3	83.0	74.8	76.5	73.1
100 MM	9.9	13.3	16.6	24.8	23.8	26.9
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	95.8	95.5	95.8	94.5	93.5	91.5
FLIP TOP BOX	4.2	4.5	4.2	5.5	6.5	8.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

2500058472

(EL SALVADOR)

1986

1987

1988

1989

1990

1991

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS  
B) CARTONS  
C) ADVERTISING

YES

YES

YES

YES

YES

YES

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

SPECIFIC T&N NUMBERS ON:

A) PACKS  
B) CARTONS  
C) ADVERTISING

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

TAR BAND PRINTED ON:

A) PACKS  
B) CARTONS  
C) ADVERTISING

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

2500058473

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GUATEMALA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	1,804	1,998	1,933	1,927	1,804	1,778
POPULATION TOTAL (MILLIONS)	8.3	9.4	9.2	9.3	9.4	9.5
PER CAPITA CONSUMPTION	217	213	210	207	192	187

COMPANY SHARES

1) TACASA (PMI)	45.1	48.7	51.1	49.8	51.6	52.9
2) TNSA (BAT)	54.9	51.3	48.9	50.2	48.4	47.1

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) RUBIOS	PMI	TACASA	39.5	41.4	43.0	41.2	43.1	46.5
2) CASINO	BAT	TNSA	18.8	17.4	16.1	17.9	17.0	17.0
3) BELMONT	BAT	TNSA	18.0	18.9	20.3	20.4	15.6	11.8
4) MONTANA	BAT	TNSA	--	--	--	--	--	9.9
5) MARLBORO	PMI	TACASA	2.3	2.8	3.2	3.6	3.4	3.9
6) IMPERIAL	BAT	TNSA	--	--	--	1.2	7.9	3.2
7) PAYASOS	BAT	TNSA	2.8	2.4	2.1	2.1	2.1	2.1
8) DIPLOMAT	PMI	TACASA	1.3	1.4	1.8	1.9	1.5	1.4
9) RECORD	BAT	TNSA	5.2	4.2	3.5	3.1	2.3	1.0
10) HILTON	BAT	TNSA	6.0	5.0	3.9	3.3	2.1	1.0
11) DERBY	PMI	TACASA	--	--	3.1	2.7	2.0	1.0
12) VICEROY	BAT	TNSA	0.6	0.5	0.5	0.5	0.3	0.3
13) PLAZA	BAT	TNSA	2.1	1.6	1.4	1.1	0.6	0.3
14) WEST	REEMTSMA	TACASA	--	--	--	--	--	--
15) VICTOR	BAT	TNSA	0.1	--	--	--	--	--
16) CLUB	PMI	TACASA	--	--	--	0.4	--	--
17) ALAS	BAT	TNSA	0.3	0.3	0.2	0.2	--	--
OTHERS	BAT		3.0	4.1	0.9	0.8	2.1	0.6

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	88.5	88.0	86.7	84.9	87.0	86.4
FILTER MENTHOL	8.7	9.6	11.2	13.0	10.9	11.5
NON-FILTER	2.8	2.4	2.1	2.1	2.1	2.1

(GUATEMALA)	1986	1987	1988	1989	1990	1991
PRICE SEGMENTATION % *						
HIGH \$0.90	2.8	3.3	3.8	4.1	3.7	4.2
MED-HIGH 0.68	24.2	23.2	24.3	24.4	18.1	13.8
MEDIUM 0.59	56.8	57.7	58.6	59.9	67.9	72.8
MED-LOW 0.48	13.4	13.4	11.2	9.5	8.2	7.1
LOW 0.36	2.8	2.4	2.1	2.1	2.1	2.1
TAR & NICOTINE SEGMENTATION %						
LOW	2.3	2.5	2.8	3.2	2.6	3.3
HIGH/FULL FLAVOR	97.7	97.5	97.2	96.8	97.4	96.7
TOBACCO TYPE SEGMENTATION %						
BLACK	2.8	2.4	2.1	2.1	2.1	2.1
BLOND	97.2	97.6	97.9	97.9	97.9	97.9
LENGTH SEGMENTATION %						
70 MM AND SHORTER	16.4	16.0	13.5	11.7	10.4	9.3
80 MM to 85 MM	76.3	74.9	77.8	80.4	84.0	87.3
90 MM TO 99 MM	6.0	7.7	6.9	6.0	4.1	2.1
OVER 100 MM	1.3	1.4	1.8	1.9	1.5	1.3
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100%	100%	100%	100%	95.1	82.1
10 CIGTS/PACK	--	--	--	--	4.9	17.9
PACK TYPE SEGMENTATION %						
SOFT PACK	96.5	96.3	94.5	94.7	95.4	95.2
FLIP TOP BOX	3.5	3.7	5.5	5.3	4.6	4.8

\*PRICE PER 20'S PACK IN U.S. DOLLARS.

2500058475

(GUATEMALA)

1986                      1987                      1988                      1989                      1990                      1991

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2500058476

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MEXICO

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	46.3	50.6	46.4	51.3	52.5	51.6
OF WHICH LOCAL MANUFACTURE:	100.0	100.0	100.0	100.0	100.0	100.0
POPULATION TOTAL (MILLIONS)	80.0	81.9	83.3	84.6	81.2	82.1
PER CAPITA CONSUMPTION	579	618	557	606	646	629
SMOKER INCIDENCE						
% OF TOTAL POPULATION (16%)	34.5	38.0	36.9	35.6	36.2	32.9
% OF FEMALE POPULATION	10.0	11.0	11.0	11.0	11.0	10.0
% OF MALE POPULATION	27.0	31.0	31.0	29.0	30.0	28.0
COMPANY SHARES						
1) MODERNA	60.9	60.1	59.6	59.1	58.0	57.2
2) CIGATAM	39.1	39.9	40.4	40.9	42.0	42.8

2500058477

(MEXICO)

1986 1987 1988 1989 1990 1991

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK	OWNERSHIP	MANUFACTURER						
1) MARLBORO	PM		CIGATAM	16.5	14.7	16.0	20.5	24.7	26.6
2) RALEIGH	MODERNA		MODERNA	24.2	21.4	21.1	23.0	24.7	23.8
3) FIESTA	MODERNA		MODERNA	18.9	15.4	13.6	12.8	11.7	11.2
4) MONTANA	MODERNA		MODERNA	2.0	5.7	8.0	8.9	8.5	8.9
5) DELICADOS	CIGATAM		CIGATAM	8.6	10.1	9.9	8.4	7.2	7.3
6) ALAS	MODERNA		MODERNA	6.6	7.6	7.4	6.1	5.4	5.4
7) FAROS	CIGATAM		CIGATAM	4.0	5.4	5.7	4.4	3.8	3.7
8) VICEROY	MODERNA		MODERNA	2.5	2.0	1.9	1.8	1.9	2.4
10) BENSON&HEDGES	PM		CIGATAM	1.2	1.1	1.4	2.0	2.2	2.1
11) BARONET	CIGATAM		CIGATAM	5.8	4.5	3.1	2.9	2.4	1.8
12) DEL PRADO	MODERNA		MODERNA	1.9	1.7	1.6	1.2	0.9	0.9
13) GRATOS	MODERNA		MODERNA	-	-	0.9	1.0	0.9	0.9
14) SALEM	RJR		MODERNA	0.2	0.4	0.5	0.6	0.8	0.9
15) KENT	MODERNA		MODERNA	-	-	0.9	0.9	1.0	0.7
16) DALTON	CIGATAM		CIGATAM	-	1.7	2.8	1.5	0.8	0.6
17) ARGENTINOS	MODERNA		MODERNA	1.0	1.0	0.9	0.7	0.6	0.5
18) BOHEMIOS	MODERNA		MODERNA	-	1.2	0.9	0.4	0.3	0.2
OTHERS				5.5	5.2	3.4	2.9	2.2	2.1

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	76.1	70.0	71.4	75.0	77.9	79.3
FILTER MENTHOL	1.0	1.1	1.3	1.6	1.9	2.0
NON-FILTER	22.1	28.0	26.2	22.3	19.1	17.6
NON FILTER MENTHOL	0.8	0.9	1.1	1.1	1.1	1.1

PRICE SEGMENTATION %

HIGH	48.6	42.3	42.8	49.9	56.1	57.5
MEDIUM	29.4	29.8	29.9	27.8	24.9	23.8
LOW	22.0	27.9	27.3	22.3	19.0	18.7

2500058478

(MEXICO)	1986	1987	1988	1989	1990	1991
<b>TAR &amp; NICOTINE SEGMENTATION %</b>						
LOW (9.0 - 12mg. tar)	3.6	3.2	3.4	4.0	5.0	6.0
MEDIUM (13.0 - 15mg. tar)	6.9	7.1	6.5	4.4	3.4	2.6
HIGH/FULL FLAVOR (15.0 - 20mg. tar)	89.5	89.7	90.1	91.6	91.6	91.4
<b>TOBACCO TYPE SEGMENTATION %</b>						
BLOND: AMERICAN	47.2	41.0	42.3	49.9	55.9	57.5
MIXED	29.4	30.3	30.0	27.7	25.0	23.7
BLACK	23.4	28.7	27.7	22.4	19.1	18.9
<b>LENGTH SEGMENTATION %</b>						
70 MM AND SHORTER	31.9	30.8	29.5	29.7	30.5	29.0
71 MM TO 79 MM	14.8	18.8	19.5	15.8	13.3	13.6
80 MM to 85 MM	52.0	49.3	49.6	52.8	54.2	55.1
100MM	1.3	1.1	1.4	1.7	2.0	2.3
<b>PACK COUNT SEGMENTATION %</b>						
11 TO 15 CIGTS/PACK	4.0	7.1	8.1	5.9	4.5	4.2
16 TO 19 CIGTS/PACK	10.8	14.6	14.3	11.2	9.6	9.6
20 CIGTS/PACK	85.2	78.3	77.6	82.9	85.9	86.2
<b>PACK TYPE SEGMENTATION %</b>						
FLIP TOP BOX	17.1	23.0	26.6	29.7	31.8	32.9
SOFT PACK	82.9	77.0	73.4	70.3	68.2	67.1
<b>CIGARETTE ADVERTISING MEDIA AVAILABILITY</b>						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	3	3	3	3	3	3
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	1	1	1	1	1	1

2500058479



(MEXICO)	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO

2500058480

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PANAMA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	832.1	809.7	671.4	618.4	775.2	746.1
POPULATION TOTAL (MILLIONS)	2,093	2,146	2,199	2,254	2,315	2,373
PER CAPITA CONSUMPTION	398	377	305	274	335	314
SMOKER INCIDENCE						
% OF TOTAL POPULATION	27	NA	NA	NA	19	NA
% OF FEMALE POPULATION	24	NA	NA	NA	7	NA
% OF MALE POPULATION	76	NA	NA	NA	32	NA
COMPANY SHARES						
1) TISA (BAT)	59.8	60.4	60.4	63.5	64.1	64.5
2) TABACAL (PMI)	40.2	39.6	39.6	36.5	35.9	35.5
BRAND FAMILY SHARES %						
	TRADEMARK					
BRAND NAME	OWNERSHIP	MANUFACTURER				
1) VICEROY	BAT	TISA	33.1	33.8	32.9	32.7
2) MARLBORO	PMI	TABACAL	21.1	21.6	21.4	19.3
3) KOOL	BAT	TISA	13.0	13.1	13.0	13.7
4) LUCKY STRIKE	BAT	TISA	1.3	1.8	3.0	5.0
5) MENTOLADOS	TABACAL	TABACAL	8.3	8.1	8.5	8.4
6) RECORD	BAT	TISA	3.8	3.9	4.2	4.7
7) L&M	PMI	TABACAL	-	-	-	-
8) IMPERIAL	BAT	TISA	3.1	3.0	3.1	3.3
9) BELMONT	BAT	TISA	4.4	4.0	3.7	3.6
10) WEST	REEMTSMA	TABACAL	3.5	3.7	3.6	3.5
11) MERIT	PMI	TABACAL	1.9	1.9	2.0	1.8
12) MONTEREY	TABACAL	TABACAL	1.9	1.6	1.5	1.3
13) NACIONAL	TABACAL	TABACAL	1.0	0.8	0.8	0.6
14) PARLIAMENT	PMI	TABACAL	0.7	0.6	0.6	0.5
OTHERS			4.2	3.9	4.7	6.6

2500058481

(PANAMA)	1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	75.2	75.4	74.8	74.1	74.8	74.5
FILTER MENTHOL	24.8	24.6	25.2	25.9	25.2	25.5
PLAIN	--	--	--	--	--	--
PRICE SEGMENTATION %						
PREMIUM	--	0.2	0.2	0.2	0.2	0.2
HIGH	71.3	71.6	70.3	68.4	68.7	67.6
MEDIUM	13.7	13.0	13.0	12.7	10.7	9.9
LOW	15.0	15.2	16.5	18.7	20.4	22.3
TAR & NICOTINE SEGMENTATION %						
LOW (8.0-11.5mg. tar)	3.0	3.6	4.2	4.3	4.4	4.9
HIGH/FULL FLAVOR (15.0-17.0mg. tar)	97.0	96.4	95.8	95.7	95.6	95.1
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	100.0	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %						
80 mm to 85 MM	99.8	99.8	99.8	99.8	99.8	99.8
100 MM	0.2	0.2	0.2	0.2	0.2	0.2
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	53.6	55.4	57.8	59.7	58.7	59.9
20 CIGTS/PACK	46.4	44.6	42.2	40.3	41.3	40.1
PACK TYPE SEGMENTATION						
SOFT PACK	86.8	86.7	87.0	87.3	83.4	75.9
FLIP TOP BOX	13.2	13.3	13.0	12.7	16.1	24.1

(PANAMA)

1986                      1987                      1988                      1989                      1990                      1991

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2500058483

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PUERTO RICO

	1986	1987	1988	1989	1990	1991		
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	2,996	3,301	3,188	3,082.6	2,924	3,010.4		
LOCAL MANUFACTURE	2,485	2724	2538	2379	2114	2,102.6		
IMPORTED FROM USA	511	577	608	599.6	706	803.5		
IMPORTED FROM GUATEMALA	--	--	42	104	104	104.3		
POPULATION TOTAL (MILLIONS)	3.2	3.3	3.3	3.3	3.3	3.5		
PER CAPITA CONSUMPTION	936	1000	966	934	885	860		
SMOKER INCIDENCE								
% OF TOTAL POPULATION	22.1	22.1	22.1	N/A	42.5	41.6		
% OF FEMALE POPULATION	12.0	12.0	12.0	N/A	39.8	38.8		
% OF MALE POPULATION	31.0	31.0	31.0	N/A	45.5	44.6		
COMPANY SHARES								
1) RJR	75.8	74.1	79.6	77.2	72.3	69.8		
2) P.M.	13.0	12.2	13.1	12.6	16.3	18.8		
OTHERS	11.2	13.7	7.3	10.2	11.4	11.4		
BRAND FAMILY SHARES %								
	TRADEMARK							
BRAND NAME	OWNERSHIP	MANUFACTURER						
1) WINSTON	RJR	RJR	62.8	62.6	70.4	68.6	63.4	61.5
2) MARLBORO	PM	PM	5.5	5.3	6.0	5.8	8.1	9.9
3) SALEM	RJR	RJR	10.8	9.6	8.5	8.0	8.0	7.9
4) MERIT	PM	PM	5.4	5.0	5.1	4.9	5.9	5.9
OTHERS			15.5	17.5	10.0	12.7	14.6	14.8

2500058484

(PUERTO RICO)	1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	85.0	85.0	85.4	84.6	83.3	83.6
FILTER MENTHOL	14.0	14.0	14.4	15.2	16.5	16.3
NON-FILTER	1.0	1.0	0.2	0.2	0.2	0.1
TAR & NICOTINE SEGMENTATION %						
LOW	13.0	13.0	6.4	6.4	8.0	9.0
FULL FLAVOR	87.0	87.0	93.6	93.6	92.0	91.0
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	100.0	100.0	100.0	*100.0	100.0	100.0
LENGTH SEGMENTATION %						
70 MM AND SHORTER	1.0	1.0	1.0	*1.0	0.2	0.1
80 MM to 85 MM	97.0	97.0	97.0	*97.0	97.2	97.0
100 MM	2.0	2.0	2.0	*2.0	2.6	2.9
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	14.6	14.4	14.2	*14.2	14.0	16.1
20 CIGTS/PACK	84.5	84.3	84.2	*84.6	81.1	74.9
14 CIGTS/PACK	0.5	0.7	0.9	1.2	4.9	9.0
PACK TYPE SEGMENTATION %						
SOFT PACK	23.0	23.0	7.0	7.0	7.0	7.0
FLIP TOP BOX	77.0	77.0	93.0	93.0	93.0	93.0

2500058485

(PUERTO RICO)

1986                      1987                      1988                      1989                      1990                      1991

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	YES	YES	YES	YES	YES

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2500058486

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: URUGUAY

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	2,789.2	3,136.9	3,201.8	3,308.3	3,145.1	3,255.5
POPULATION TOTAL (MILLIONS)	3.00	3.00	3.00	3.00	3.00	3.00
PER CAPITA CONSUMPTION	930	1,045	2,067	1,103	1,048	1,085
SMOKER INCIDENCE						
% OF TOTAL POPULATION	33.0	34.0	34.0	34.0	37.0	35.0
% OF FEMALE POPULATION	46.0	49.0	49.0	49.0	14.0	45.0
% OF MALE POPULATION	54.0	51.0	51.0	51.0	23.0	54.0
COMPANY SHARES						
1) MAILHOS GROUP	76.8	77.3	77.3	77.3	76.1	74.8
2) A.H.S.A. - PM	23.2	22.7	22.7	22.7	23.9	25.2

2500058487



(URUGUAY)			1986	1987	1988	1989	1990	1991
BRAND SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) NEVADA		MAILHOS	34.3	37.7	39.0	39.6	39.0	37.4
2) CORONADO		MAILHOS	16.0	17.3	17.8	17.9	17.2	16.2
3) CASINO 80		AHSA	14.3	13.1	13.0	12.8	13.0	13.4
4) FIESTA LIGHTS		AHSA	1.4	1.7	2.5	3.7	5.0	6.6
5) J&M LIGHTS		MAILHOS	4.1	4.2	4.4	4.6	5.0	5.6
6) CORONADO UL. LIGHTS		MAILHOS	3.1	3.0	3.0	2.9	2.4	2.2
7) MARLBORO		AHSA	--	1.9	1.7	1.7	1.9	2.1
8) CORONADO LIGHTS		MAILHOS	0.3	0.2	0.1	0.5	1.9	2.0
9) J&M		MAILHOS	4.5	3.4	2.6	2.1	1.9	1.8
10) LA PAZ EXTRA		MAILHOS	4.0	3.0	2.5	2.3	2.0	1.7
11) GALAXY		AHSA	2.9	3.4	2.7	2.3	2.0	1.4
12) RICHMOND		MAILHOS	1.4	1.2	1.2	1.1	1.1	1.0
13) NEVADA LIGHTS BOX		MAILHOS	--	--	--	--	--	1.0
14) LA PAZ C/F		MAILHOS	2.0	1.5	1.3	1.2	1.0	0.9
15) RICHMOND LIGHTS		MAILHOS	1.1	0.8	0.8	0.8	0.6	0.7
OTHERS			10.9	5.9	6.0	5.1	7.3	6.0
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			94.1	95.5	96.2	96.6	96.9	97.3
FILTER MENTHOL			0.1	0.1	0.1	--	0.1	0.1
NON-FILTER			5.8	4.4	3.9	3.4	3.0	2.6
PRICE SEGMENTATION								
PREMIUM			2.4	2.0	1.9	1.9	2.0	1.9
HIGH			63.5	68.1	69.2	70.6	71.0	71.2
MEDIUM			27.3	23.4	22.1	21.3	21.3	21.9
LOW			6.8	6.5	6.8	6.2	5.7	5.0
TAR & NICOTINE SEGMENTATION %								
	FTC-TAR							
ULTRA LOW	FROM 0 TO 6		0.3	2.0	0.1	--	--	-
LOW	FROM 6 TO 9		6.4	5.2	5.3	5.2	4.4	3.6
MEDIUM	FROM 10 TO 15		21.1	7.9	8.6	44.1	48.6	31.4
HIGH/FULL FLAVOR	15 - ABOVE		72.2	84.9	86.0	50.7	47.0	65.0

2500058488

(URUGUAY)	1986	1987	1988	1989	1990	1991
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	91.4	93.5	94.6	95.1	95.7	96.4
BLACK	8.6	6.5	5.4	4.9	4.3	3.6
LENGTH SEGMENTATION %						
70 MM AND SHORTER	7.2	5.2	4.4	4.0	3.4	2.9
80 MM to 85 MM	90.8	93.2	94.3	94.8	95.6	96.4
100MM	2.0	1.6	1.3	1.2	1.0	0.7
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	7.9	5.8	5.6	5.4	5.4	5.4
16 TO 19 CIGTS/PACK	6.9	5.1	4.2	3.9	3.3	2.8
20 CIGTS/PACK	85.0	88.9	90.1	90.6	91.2	91.7
21 TO 24 CIGTS/PACK	--	--	--	--	--	--
25 CIGTS/PACK (27 CIGTS/PACK)	0.2	0.2	0.1	0.1	0.1	0.1
PACK TYPE SEGMENTATION %						
SOFT PACK	97.9	97.6	96.7	95.0	91.9	88.4
FLIP TOP BOX	2.1	2.4	3.3	5.0	8.1	11.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

2500058489

(URUGUAY)	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
ROLL YOUR OWN (THOUSAND KILOS)	680.5	757.3	829.0	856.0	1,047	983.7

2500058490

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: VENEZUELA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	17,436	17,380	17,800	17,292	15,862	12,656
POPULATION TOTAL (MILLIONS)	17.8	18.3	18.7	19.2	19.7	18.1
PER CAPITA CONSUMPTION	1,021	951	949	898	804	699
SMOKER INCIDENCE						
% OF TOTAL POPULATION	19.2	20.0	20.0	19.0	30.0	25.0
% OF FEMALE POPULATION	43.0	43.0	43.0	43.0	34.0	23.0
% OF MALE POPULATION	57.0	57.0	57.0	57.0	27.0	26.0
COMPANY SHARES						
1) BIGOTT (BAT)	81.3	76.5	76.5	73.0	75.7	76.9
2) CATANA	18.7	23.5	23.5	27.0	24.3	23.1

2500058491

(VENEZUELA)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) BELMONT	BIGOTT	BIGOTT	41.0	42.8	47.2	45.7	40.5	40.6
2) CONSUL	B.A.T.	BIGOTT	38.3	33.1	31.8	22.9	34.3	35.6
3) ASTOR	CATANA	CATANA	11.5	12.1	11.3	13.5	9.4	13.5
4) FORTUNA	CATANA	CATANA	--	--	--	10.7	11.0	6.0
5) MARLBORO	P. MORRIS	CATANA	1.0	1.6	2.0	2.5	3.7	3.6
6) YORK	CATANA	CATANA	2.8	2.0	1.2	1.5	--	--
7) LIDER	P. MORRIS	CATANA	2.5	2.2	1.3	1.1	--	--
8) VICEROY	B.A.T.	BIGOTT	0.3	0.5	0.5	0.5	0.5	0.3
9) OTHERS			2.6	5.7	4.7	1.6	0.6	0.4
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			99.9	99.9	99.9	99.9	99.9	99.9
FILTER MENTHOL			0.1	0.1	0.1	0.1	0.1	0.1
NON-FILTER			---	---	---	---	---	---
PRICE SEGMENTATION % (SHARES)								
PREMIUM			1.4	1.4	1.5	3.2	1.5	4.3
HIGH			5.15	59.0	54.1	59.3	43.2	40.7
MEDIUM			47.1	39.6	39.2	26.9	--	--
LOW			---	---	5.2	10.6	55.3	55.0
PRICE SEGMENTATION (US\$ PRICE)								
PREMIUM			.63-.61	.59-.61	0.45	0.37	0.68	0.76
HIGH			.51	.54	0.40	0.33	0.64	0.71
MEDIUM			---	---	0.35	0.30	--	--
LOW			.43	.45	0.33	0.28	0.58	(55.0)
(BASE Bs/\$)			(11.80)	(13.45)	(20.00)	(30.00)	(53.00)	--

2500058492

(VENEZUELA)	1986	1987	1988	1989	1990	1991
LENGTH SEGMENTATION %						
70 MM AND SHORTER	97.3	95.7	95.9	95.1	95.9	94.8
80 MM to 85 MM	2.5	3.9	3.6	4.4	3.5	4.6
100MM	0.2	0.4	0.5	0.5	0.6	0.6
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	99.9	96.9	95.9	94.3	89.3	85.1
10 CIGTS/PACK	0.1	2.9	3.9	5.6	10.7	14.9
14 CIGTS/PACK	--	0.2	0.2	0.1	--	--
PACK TYPE SEGMENTATION %						
SOFT PACK	98.3	96.9	96.8	96.0	96.6	95.4
FLIP TOP BOX	1.7	3.1	3.2	4.0	3.4	4.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	3/2	3/2	2
B) RADIO	2	2	2	3/2	3/2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1/2	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
TAR & NICOTINE SEGMENTATION %						
LOW (Under 10.0mg/cig;						
Nicotine: under 0.70mg/cig)	0.1	0.1	0.1	0.1	0.1	0.1
MEDIUM (Under 10.0mg/cig;						
Nicotine: under 0.70mg/cig)	5.9	7.1	--	--	--	--
HIGH/FULL FLAVOR (Over 10.0mg/cig;						
Nicotine: over .70mg/cig)	94.0	92.8	99.9	99.9	99.9	99.9

250058493

(VENEZUELA)

1986

1987

1988

1989

1990

1991

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS  
B) CARTONS  
C) ADVERTISING

YES

YES

YES

YES

YES

YES

YES

YES

YES

YES

YES

YES

YES

YES

YES

YES

YES

YES

SPECIFIC T&N NUMBERS ON:

A) PACKS  
B) CARTONS  
C) ADVERTISING

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

TAR BAND PRINTED ON:

A) PACKS  
B) CARTONS  
C) ADVERTISING

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

NO

2500058494

2500058495

CANADA



CANADA

2500058496

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CANADA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	55,437	52,419	50,915	47,430	45,710	38,907
POPULATION TOTAL (MILLIONS)	25.6	25.9	26.1	26.2	26.4	26.8
PER CAPITA CONSUMPTION	2,166	2,027	1,951	1,808	1,727	1,453.0
SMOKER INCIDENCE						
% OF TOTAL POPULATION	32.0	N/A	N/A	N/A	N/A	N/A
% OF FEMALE POPULATION	29.4	N/A	N/A	N/A	N/A	N/A
% OF MALE POPULATION	34.7	N/A	N/A	N/A	N/A	N/A
COMPANY SHARES						
1) IMPERIAL	51.45	54.6	56.3	58.0	60.3	62.1
2) ROTHMANS/BENSON & HEDGES*	20.69	28.8	27.0	25.1	23.3	22.4
3) MACDONALD	15.85	16.6	16.7	16.9	16.4	15.5
4) ROTHMANS*	20.69	---	---	---	---	---
5) B&H*	11.85	---	---	---	---	---

\*NOTE - ROTHMANS AND BENSON & HEDGES WERE MERGED IN 1987

2500058497

CANADA 1

(CANADA)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
	TRADEMARK							
BRAND NAME	OWNERSHIP	MANUFACTURER						
1) PLAYERS		IMPERIAL	20.90	23.5	24.9	25.5	26.2	27.4
2) DU MAURIER		IMPERIAL	15.66	19.7	20.3	21.6	23.6	24.7
3) EXPORT		MACDONALD	11.32	12.9	14.1	14.7	14.6	13.8
4) CRAVEN		ROTHMAN	6.90	7.5	6.9	6.4	6.0	5.8
5) MATINEE		IMPERIAL	5.07	5.6	5.8	6.1	6.0	5.8
6) ROTHMANS		ROTHMAN	6.56	7.0	6.8	6.3	5.9	5.7
7) BENSON & HEDGES		B & H	5.99	4.1	3.8	3.6	3.4	3.5
8) BELVEDERE		B & H	2.15	2.6	2.6	2.4	2.3	2.0
9) NUMBER 7		ROTHMAN	6.38	2.8	2.2	1.9	1.8	1.7
10) CAMEO		IMPERIAL	1.70	1.7	1.7	1.6	1.6	1.6
11) MARK TEN		B & H	1.50	1.9	1.8	1.7	1.5	1.2
12) VISCOUNT		B & H	1.25	1.4	1.3	1.3	1.2	1.2
13) PETER JACKSON		IMPERIAL	6.10	2.1	1.8	1.5	1.3	1.1
14) VANTAGE		MACDONALD	1.10	1.0	1.1	1.1	0.9	0.9
15) MACDONALD		R.J. R.	3.4	2.6	1.4	1.1	0.9	0.8

MARKET SEGMENTATION %

FILTER	98.27	98.4	98.6	98.7	98.8	98.9
PLAIN	1.73	1.6	1.4	1.3	1.2	1.1

PRICE SEGMENTATION %

REGULAR	99.1	96.9	81.9	N/A	N/A	N/A
*ECONOMY/VALUE	.90	3.1	18.1	N/A	N/A	N/A

NO PRICE SEGMENTATION AMONG 4 MAJOR  
DOMESTIC MANUFACTURES, EXCEPT  
FOR \$0.10 PER CARTON KING SIZE/  
REGULAR DIFFERENTIAL, UNTIL  
1985 VALUE INITIATIVES.

\*(INCLUDES ALL GENERICS, WHICH ARE IMPORTED OR PRODUCED BY BASTOS AND VALUE INITIATIVES BY THE  
4 DOMESTIC MANUFACTURERS SINCE SEPTEMBER 1985).

2500058498

CANADA 2

(CANADA)	1986	1987	1988	1989	1990	1991
TAR & NICOTINE SEGMENTATION %						
ULTRA LOW (0-5MG)	8.7	N/A	N/A	N/A	N/A	N/A
LOW (6-9MG)	11.7	N/A	N/A	N/A	N/A	N/A
MEDIUM (10-15MG)	58.1	N/A	N/A	N/A	N/A	N/A
HIGH/FULL FLAVOR (15MG+)	21.5	N/A	N/A	N/A	N/A	N/A
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	0.7	0.5	0.7	0.5	0.7	0.3
VIRGINIA	99.3	99.5	99.3	99.5	99.7	99.7

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	2
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	3	3	3	3	3	2
F) POINT OF SALE	1	1	1	1	1	2
G) BILLBOARDS	3	3	3	3	3	2
H) CINEMA	1	1	1	1	1	2
I) SAMPLING (12 MONTHS ON NEW INTRODUCTION)						

2500058499

CANADA 3

(CANADA)	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
ROLL YOUR OWN (THOUSAND KILOS)	7,412.8	N/A	N/A	N/A	N/A	N/A
*CIGARS (MILLIONS)	285.0	261.0	239.0	231.0	190.2	337.7
*PIPE TOBACCO (THOUSAND KILOS)	36.5	N/A	N/A	N/A	N/A	N/A
*CHEWING TOBACCO (THOUSAND KILLOS) AND SNUFF (THOUSAND KILOS)						

\*(LOCAL PRODUCTION. DOES NOT INCLUDE  
IMPORTS WHICH REPRESENT A SUBSTANTIAL  
PART OF THE MARKET).

0058500052

vsn

2500058501

U.S.A MARKET

2500058502

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: U.S.A.

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE SHIPMENTS (MILLIONS)	581,933	570,034	557,803	523,587	521,811	509,217
POPULATION TOTAL (MILLIONS)	240.9	243.1	246.0	248.3	250.4	252.5
PER CAPITA CONSUMPTION	2,416	2,345	2,267	2,109	2,084	2,017
SMOKER INCIDENCE						
% OF TOTAL POPULATION	31.2	30.3	29.0	28.8	29.1	27.7
% OF FEMALE POPULATION	29.2	28.4	27.0	26.9	27.3	26.0
% OF MALE POPULATION	33.4	32.5	31.1	30.8	31.1	29.7
COMPANY SHARES						
1) PHILIP MORRIS	36.9	37.8	39.3	41.9	42.3	43.3
2) R.J. REYNOLDS	32.4	32.5	31.8	28.5	29.6	27.8
3) BROWN & WILLIAMSON	11.7	11.0	10.9	11.4	10.3	11.1
4) LORILLARD	8.1	8.2	8.2	7.9	7.6	7.3
5) AMERICAN BRANDS	7.2	6.9	7.0	7.0	6.8	7.0
6) THE LIGGETT GROUP	3.8	3.5	2.8	3.3	3.4	3.4

SOURCES: M.S.A. U.S. TOTAL SHARE REPORTS, ROPER, CENSUS BUREAU

2500058503

USA 1



(U.S.A.)

			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
	TRADEMARK							
BRAND NAME	OWNERSHIP	MANUFACTURER						
1) MARLBORO		PHILIP MORRIS	23.1	23.6	24.9	26.4	26.0	25.8
2) WINSTON		R.J. REYNOLDS	11.2	11.1	10.8	9.0	8.8	7.5
3) SALEM		R.J. REYNOLDS	7.8	7.7	7.3	6.2	6.2	5.5
4) NEWPORT		LORILLARD	3.8	4.2	4.4	4.7	4.6	4.7
5) KOOL		BROWN & WILLIAMSON	6.4	6.0	6.0	6.0	4.9	4.6
6) DORAL		R. J. REYNOLDS	2.1	3.0	3.4	3.6	4.3	4.6
7) CAMEL		R.J. REYNOLDS	4.3	4.2	4.3	3.9	4.4	4.0
8) BENSON & HEDGES		PHILIP MORRIS	4.3	4.2	3.9	3.9	3.6	3.2
9) MERIT		PHILIP MORRRIS	4.0	3.9	3.8	3.8	3.5	3.1
10) VIRGINIA SLIMS		PHILIP MORRIS	2.9	3.1	3.0	3.2	3.1	2.8
11) CAMBRIDGE		PHILIP MORRIS	0.6	1.1	1.8	2.3	2.5	2.8
12) GENERICS		BROWN & WILLIAMSON	1.8	1.6	1.4	1.1	1.3	2.1
13) VANTAGE		R.J. REYNOLDS	3.2	3.1	3.0	2.5	2.4	2.0
14) GENERICS		PHILIP MORRIS	0.1	0.2	0.3	0.3	0.7	1.9
15) PALL MALL		AMERICAN	3.2	3.1	2.9	2.7	2.2	1.9
16) OTHERS			21.2	19.9	18.8	20.4	21.5	23.5
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			67.0	67.2	67.8	68.5	69.7	70.4
FILTER MENTHOL			27.5	27.7	27.5	27.1	26.3	25.9
NON-FILTER			5.5	5.1	4.7	4.3	4.0	3.7
PRICE SEGMENTATION %								
HIGH			91.1	89.8	88.9	85.2	80.8	75.0
ECONOMY			8.9	10.2	11.1	14.8	19.2	25.0

\*Economy includes all Generic packings (B&W Generics, Liggett Generics, Cambridge, Falcon Lts., American Lights, Alpine, PM Generics, R.J.R. Generics, Doral, Pyramid, Bristol, Magna, Sterling, Misty, Bull Durham, Raleigh Extra) and Value Packings (Century, Richland, Players 25's, Malibu, Heritage and Stride).

4058500052

(USA)

	1986	1987	1988	1989	1990	1991
TAR & NICOTINE SEGMENTATION %						
ULTRA LOW (0-6 mg. tar)	10.2	10.6	11.2	11.5	12.0	12.5
MEDIUM (7-15 mg. tar)	39.9	39.9	40.1	43.2	40.5	41.5
HIGH/FULL FLAVOR (16+ mgs.)	44.5	44.4	44.0	41.0	44.0	38.5
TOBACCO TYPE SEGMENTATION %						
BLEND: AMERICAN BLEND	100.0	100.0	100.0	100.0	100.0	100.0

\*ADJUSTED OFFICIAL LOW TAR MARKET SHARES  
SOURCE: M.S.A. U.S. TOTAL SHARE REPORTS

2500058505

USA 3

(U.S.A.)

	1986	1987	1988	1989	1990	1991
LENGTH SEGMENTATION %						
70 MM AND SHORTER	2.4	2.2	2.0	1.8	1.7	1.5
80 mm to 85 MM	57.6	57.2	57.2	57.1	56.8	56.5
100 MM	37.5	38.2	38.4	38.6	39.1	39.8
OVER 100 MM (120's)	2.5	2.4	2.4	2.5	2.3	2.2
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	97.4	97.6	98.2	98.6	98.8	99.1
25 CIGTS/PACK	2.6	2.4	1.8	1.4	1.2	0.9
PACK TYPE SEGMENTATION %						
SOFT PACK	81.3	80.4	78.5	76.8	76.4	74.7
FLIP TOP BOX	18.7	19.6	21.5	23.2	23.6	25.3
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	**1	**1	**1	**1
H) CINEMA	1	1	1	1	***2	***2
I) SAMPLING	*3	*3	*3	*3	3	3
J) TRANSIT	-	-	-	-	-	+3

SOURCE: M.S.A. U.S. TOTAL SHARE REPORTS

\*Banned in at least 4 markets.

\*\*Banned in Portland, ME, Manchester, Burlington, Utah, Alaska.

\*\*\*Not used based on internal policy decision.

+Banned in Boston and San Francisco

9058500052

(U.S.A.)

	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	*NO	*NO
B) CARTONS	NO	NO	NO	NO	*NO	*NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	2,968.1	2,768.4	2,541			
PIPE TOBACCO - DOMESTIC (THOUSAND LBS.)	15,623	13,756	12,506			
LITTLE CIGARS	966.6	453.5	1,166			
ROLL YOUR OWN (THOUSAND LBS.)	3,386	3,396	3,871			
CHEWING TOBACCO (THOUSAND LBS.)	78,794	76,394	74,691			
SNUFF (THOUSAND LBS.)	46,688	45,093	47,809			
BIDI (MILLIONS)	N/A	N/A	N/A			
KRETEK (MILLIONS)	42.558	44,922	41,283			

SOURCE: TOBACCO MERCHANTS ASSOCIATION.

\*BUT ARE USED FOR SOME BRANDS.

2500058507